

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A shelf display apparatus for storing packages, said apparatus comprising:

a shelf having at least one shelf surface member lying along a substantially horizontal plane;

a first vertical support member having a first upper end and a first lower end, wherein said first lower end is connectable to a shelf in a first plane engageable with said shelf surface member at a first engagement location, such that movement of said first lower end relative to said shelf surface member in at least one direction is blocked;

a second vertical support member having a second upper end and a second lower end, wherein said second lower end is connectable to a shelf in the first plane, engageable with said shelf surface member at a second engagement location, such that movement of said second lower end relative to said shelf surface member in at least one direction is blocked, wherein said first and second vertical support members are spaced apart from each other on the first plane; and

said first and second engagement locations being spaced apart from each other along a first line in said horizontal plane, and movement of said first and second lower ends relative to said shelf surface member in a direction perpendicular to said first line is blocked; and

a substantially horizontal top support member including a proximate end, a distal end, and having first and second top support ends, a length therebetween, and a between the proximate and distal ends, wherein the proximate end is rigidly connected solely to the first upper end, the distal end is rigidly connected solely to the second upper end, such that the first vertical support is connected to the second vertical support solely by the top support member, said top support member is oriented in a second plane parallel to the first plane, and said top support member has a continuously nonlinear portion along for

substantially the entire length of the top support member, said nonlinear portion having a plurality of horizontally extending portions that at least partially extend in one or more horizontal directions away from a second line connecting said first and second top support ends, said first top support end being joined to said first vertical support member and said second top support end being joined to said second vertical support member such that said first vertical support is connected to said second vertical support solely by said top support member,

wherein said top support member, said first vertical support member and said second vertical support member together provide structural support for storing packages in a substantially vertical orientation on a shelf.

2.-3. (Canceled)

4. (Currently amended) The apparatus according to claim 1 wherein said ~~continuously~~ non-linear portion has a shape selected from the group consisting of curves, triangles, rectangles, random patterns and combinations thereof.

5. (Currently amended) The apparatus according to claim 1 further comprising a first fastening mechanism, said first fastening mechanism being joined to said first lower end of said first vertical support member, said first fastening mechanism connectable to said shelf ~~a shelf in the first plane~~.

6. (Currently amended) The apparatus according to claim 5 wherein said first fastening mechanism has a bottom plate and at least one fastener, wherein said bottom plate is connectable to said shelf ~~a shelf in the first plane~~, and wherein said fastener can securely join said bottom plate to said ~~[[a]]~~ shelf.

7. (Currently amended) The apparatus according to claim 5 wherein said first fastening mechanism is a U-shaped bracket that extends ~~is partially insertable~~ through said horizontal plane ~~a shelf~~.

8. (Currently amended) The apparatus according to claim 5 wherein said first fastening mechanism is an engaging member that is insertable through a receiving area of said shelf surface member a shelf threshold of a shelf.

9. (Currently amended) The apparatus according to claim 5 further comprising a second fastening mechanism, said second fastening mechanism being joined to said second lower end of said second vertical support member, said second fastening mechanism connectable to said shelf a shelf in the first plane.

10. (Currently amended) The apparatus according to claim 9 wherein said second fastening mechanism has a bottom plate and at least one fastener, wherein said bottom plate is connectable to said [[a]] shelf in the first plane, and wherein said fastener can securely join said bottom plate to said [[a]] shelf.

11. (Currently amended) The apparatus according to claim 9 wherein said second fastening mechanism is a U-shaped bracket that extends is partially insertable through said horizontal plane a shelf.

12. (Currently amended) The apparatus according to claim 9 wherein said second fastening mechanism is an engaging member that is insertable through a receiving area of said shelf surface member a shelf threshold of a shelf.

13.-16. (Canceled)

17. (Currently amended) The apparatus of claim 8, wherein said first fastening mechanism is an engaging member that is insertable through a receiving area of said shelf a shelf threshold and said shelf is configured to provide a display for product information.

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18. (Currently amended) The apparatus of claim 12, wherein said second fastening mechanism is an engaging member that is insertable through a receiving area of said shelf ~~a shelf threshold~~ and said shelf is configured to provide a display for product information.